

Ned Sparks Pays Visit to Toronto to Meet Old Friend, Premier Hepburn

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RAY LEWIS
Editor and Managing Director

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AMONG THE BEST



THE most important department of our Industry is the production department, irrespective of every other department. Good pictures will make any producing - distributing

company, any theatreowner, poor pictures will break them.

Regardless of theatre location, its size, its furnishings, conveniences, its management, if the pictures are poor, the house will go into the red. The same applies to a company, regardless of every advantage which it might have by way of finance, studio accommodations, etc. If the pictures are weak, the whole structure of the company becomes weakened.

Among the best pictures of the past current season we find Metro-Goldwyn-Mayer's several outstanding productions including, "Dinner at Eight" with its superlative cast; and the memory of that late Queen of Motion Pictures, Marie Dressler, in one of her best parts; "The Barretts of Wimpole Street" with lovely Norma Shearer, Charles Laughton and Fredric March; "Eskimo", that exceptionally picturesque and unique production with its revelation of Arctic beauty, Arctic traditions, customs, romance, tragedy; "Queen Christina", with Garbo and John Gilbert; Helen Hayes' most beautiful characterization in "What Every Woman Knows"; "The Thin Man" which was a most unusual melodrama, with Myrna Loy and William Powell, directed by W. S. Van Dyke; "Riptide" in which Norma Shearer did magnificent work; "Viva Villa" with Wallace Beery, not overlooking that smashing success with Beery and Jackie Cooper namely, "Treasure Island"; "Hideout" with Robert Montgomery and Maureen O'Sullivan; Jean Harlow in "The Girl From Missouri"; Marion Davies and Gary Cooper in "Operator 13"; Joan Crawford in "Dancing Lady"; "Men In White" with Clark Gable and Myrna Loy; Johnny Weismuller in "Tarzan and His Mate".

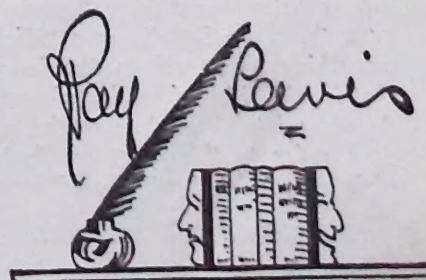
The M-G-M list of unquestionable successes, for they have already given that proof which

reads, "The proof of the pudding is in the eating", is such a lengthy one that space forbids naming them all. We have therefore confined ourselves to the selection of a list at random, among which you will find several of these leading in the year's ten best pictures.

And now let us take a look at RKO's production activities which have sent this company up into the front line on production quality: "Little Women" with Katharine Hepburn is of course the ace picture.

In RKO's full house of successes: "Dangerous Corner", "Spitfire", another Hepburn outstanding success; "Flying Down To Rio", most excellent entertainment with Dolores Del Rio; Frank Buck's successor to "Bring 'Em Back Alive", namely, "Wild Cargo"; "Life of Vergie Winters" with Ann Harding and John Boles; "Of Human Bondage" with Leslie Howard; "The Gay Divorcee" with Ginger Rogers and Fred Astaire; "The Age of Innocence" and "The Richest Girl In The World". This company has produced several other excellent pictures, but we must go on in order to cover a little more territory. Universal has done big things with several of its pictures. "Only Yesterday" was a hit throughout the world; "By Candle Light" was a comedy-hit with Class as its middle name. Then there was that astonishing picture, "The Invisible Man"; "Little Man, What Now?"; "The Poor Rich" and "The Crosby Case", etc.

Warner Bros. has not only produced a healthy list of successes, but has successfully climbed "out of the red" in general, showing a profit for the company in a World-Wide Depression era which makes motion picture history. Among Warners we find the Cagney series, "Wonder Bar" the Al Jolson hit; "British Agent" with Leslie Howard and Kay Francis; "Madame Du Barry"; "Hi, Nellie", etc.



RAY



RAY LEWIS

PRESENTS

A FEW weeks ago while on the subject of letters from exhibitors I had occasion to mention that I had received a letter from Mr. Charles Rioux of the Canadien Theatre, in respect to some remarks which I had made concerning "Thine Is My Heart". You remember that I commented on the fact that the picture had been such a great success in England; and in some "spots" in Canada, but that it had not done as well at the Uptown, Toronto.

Everyone directly associated with the picture objected to what I said concerning its presentation at the Uptown, informing me that instead of dying at the Uptown the picture had gone over big; and looked as if it might be held over for another week.

I visited the Uptown several times to get the reaction on this picture which certainly had some excellent highlights in its production. The singing of Richard Tauber was of the best, but the personality of the principal singer, the "Schubert" character was such as to prove of no inspiration to me. My visits found the theatre but sparsely filled. I followed the picture to the Tivoli, and found that the business did not hold up, nor build up.

IT frequently happens that a very good picture does not get the business which it deserves; and when such a situation presents itself no one knows the answer; but with "Thine Is My Heart", I was anxious to be wrong in my judgment, looking for such evidence as I could find. While it is quite true that the picture was enjoyed by many lovers of good music, and patrons who occasionally go to see a picture, I am still of my previous opinion that Tauber as "Schubert" lacked romantic appeal. Perhaps that was what was wrong with "Schubert" in life; and that is why he was unlucky in love, but upon the screen heroes who make love to young maidens, beauteous maidens, must not be too old, or too fat, or too virtuous-looking.

I am reminded of "One Night of Love", and what Grace Moore said about its title to which she objected, because as she explained it, there was not even an hour of love in the picture; and certainly no such experience as a "Night of Love" to inspire the title. But motion picture patrons love Love, "one hour with you", or a "Day of Love", or a "Night of Love", something to appeal to the imagination; and that is why titles of motion pictures many times do not relate themselves to the subject matter.

I refer to this point of illustration to explain why "Schubert" should have appealed to

the imagination in order to have made "Thine Is My Heart" a real success.

I REMEMBER the production of "Blossom Time", "Schubert" was a different type than the picture presentation, which does not disprove the fact that the picture "Schubert" may be truer to history than the "Blossom Time Schubert". However, in order that Justice may prevail and that no man may be injured at my hands, no picture unrightly condemned, it gives me pleasure to inform you that I have several reports on the picture, reports which state that the picture has gone over big in several spots. What it will do for you is up to you to find out. You may have the right kind of a house for this picture, just as Mr. Charles Rioux had, read his letter which is as follows;

Dear Miss Lewis,

The reading of your comment on "Thine Is My Heart" in the Canadian Digest, somehow, gave me a certain fear as to the success I would have with it as I was presenting it in Quebec in my theatre.

"This picture being an English production, I was surprised that it received, according to your comment, such a cool reception in Toronto, the 100% English City of Canada.

"In Quebec, the 100% French city of Canada, where generally an English picture is looked at with a certain apprehension as to its quality probably due to the fact that the actors are unknown or their accent, "Thine Is My Heart" is being received as a marvelous production, however, I must add that the people of Quebec (99%) are known to be music lovers.

"I am inclined to believe that you are more sympathetic for American productions than you are for English ones, but as the saying goes; "Tastes cannot be discussed", nevertheless, fair play should be the line of conduct adopted by every one, specially with those commenting on pictures, because artists whether they be beautiful or ugly should be judged by their abilities and talents and not by their appearance (sex-appeal).

"Far from me is the thought of insulting the Torontonians, but after reading your comment, I just couldn't help but protest over such an unfair criticism, I repeat it, I am surprised that they did not like such a marvelous and super-production and I do not believe that your opinion can be taken as the general opinion of the people of Toronto.

"I always read your page with interest and (Continued on page 5).

Paramount Trustees Authorized to Sue Paramount Officials on Salary



Show Business



Outstanding Group of 4 M-G-M Releases

One of the most important groups of pictures ever released by Metro-Goldwyn-Mayer during a single month is announced by this company for December.

The list includes the all-star "Forsaking All Others", long in production, with Joan Crawford, Clark Gable, and Robert Montgomery in principal parts; Mady Christians' first American vehicle; "A Wicked Woman"; a new story with a football background, "The Band Plays On"; and a Carole Lombard-Chester Morris picture, "The Gay Bride".

Gloria Stuart to Star In Universal Picture

Universal has at last made arrangements to get its own star, Gloria Stuart, back from a loan-out to play in "Transient Lady". This arrangement was effected yesterday by speeding up production of her picture on the Warner lot. She will report at Universal City on Thursday of this week. In the cast with her in this Octavus Roy Cohen story are Gene Raymond, Henry Hull and Clark Williams. Eddie Buzzell will direct, from a continuity by Wallace Smith, whose most recent screen play is "The Captain Hates the Sea".

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Sam Wood to Direct 2 Reliance Productions

Sam Wood has been signed by Edward Small, chief of production for Reliance Pictures, to direct two films for that company during the coming season. He is to start activities immediately on a number of scripts that Reliance now has under consideration.

The first of the stories to come under Mr. Wood's observation is the novel, "The Melody Lingers On", by Lowell Brentano. The purchase of the screen rights to this novel was made several days ago after a reading of the manuscript. It is soon to be published as a book.

"The Melody Lingers On" will be released through United Artists.

Three First National Pictures for Release

First National Pictures, Inc., will release three of its feature productions during the first three weeks of December, the home office of the company announces. First, on December 1st, "Flirtation Walk", with Dick Powell, Ruby Keeler and Pat O'Brien, which had its New York opening at the Strand Theatre last Wednesday at eight o'clock; second, on December 8th, "Babbitt" with Aline MacMahon and Guy Kibbee playing the leading roles; and third, on December 15th, "Murder in the Clouds", the first in First National's series of action melodramas starring Lyle Talbot. Ann Dvorak is Talbot's leading lady in the serial thriller.

"Roberta" RKO Radio Goes Into Production

"Roberta", RKO Radio Pictures' three-star musical film made from the Jerome Kern Broadway hit of that name, has gone into production at the Hollywood studios of that company.

Irene Dunne, Fred Astaire and Ginger Rogers are featured in the picture. Helen Westley will be seen as Roberta herself, famous Parisian modiste.

Pandro S. Berman is the producer, with Zion Meyers his assistant, the team which made "The Gay Divorcee". William Seiter is directing.

"Buried Loot" Final Title

"Buried Loot" has been selected as the final title for the first of the "Crime Doesn't Pay" series recently completed at Metro-Goldwyn-Mayer studios, according to Harry Raof, producer.

George Seitz directed the two-reeler from an original story by Marty Brooks. The cast includes Robert Taylor, Richard Tucker, Jean Chatburn, George Livingstone, Shirley Ross, James Ellison, Linda Parker, George Irving, Walda Mabbsfield and others.

Shields and Chevalier Back on M-G-M Lot

Frank Shields, who was recently given a long-term contract by Metro-Goldwyn-Mayer, returned last week to the Culver City studios, where decision will be made shortly concerning his first film role. Also returning to California last week was Maurice Chevalier, whose latest picture, "The Merry Widow", is a current country-wide release.

Toronto Theatres

LOEWS—Manager Jules Bernstein—Second week for "The Merry Widow" with Maurice Chevalier and Jeannette MacDonald — M-G-M picture.

IMPERIAL—Manager Jack Arthur — Joe Penner, Lanny Ross, Jack Oakie and Helen Mack in Paramount's "College Rhythm".

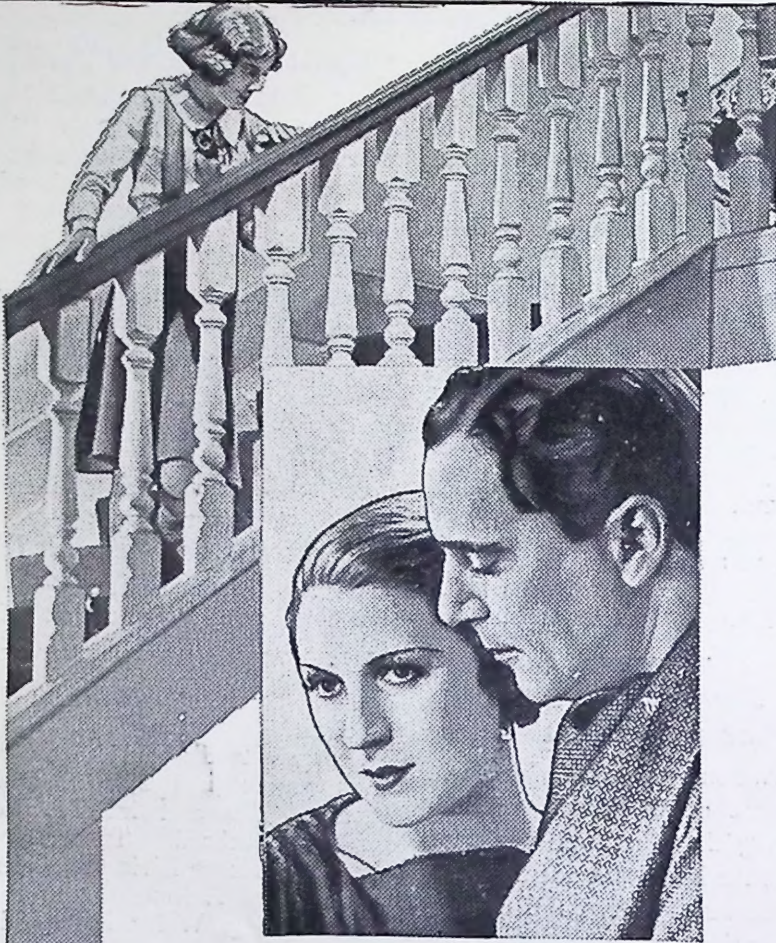
TIVOLI—Manager D. Krendal — "The Count of Monte Cristo", produced by United Artists.

SHEA'S—Manager Jerry Shea — Barbara Stanwyck in "A Lost Lady", produced by First National.

UPTOWN—Manager Tom Daley — "Anne of Green Gables", with Anne Shirley, RKO production.

"Anne of Green Gables" Gives Ann Shirley Real Star Part; An Ideal Holiday Picture

**HER MOTHER WENT TO THE
OTHER MAN AND SO DID SHE!**



ALONE—she went in search of the Mother she adored... to the home of the "other man" who called her "Little Friend."

GAUMONT BRITISH
Presents
A NEW PERSONALITY

Nova PILBEAM
IN
LITTLE FRIEND

**MATHESON LANG
LYDIA SHERWOOD**

Directed by BERTHOLD VIERTEL
Story by ERNST LOTHAR



**Praise From Every
Trade Press Critics**

It is as near exhibitor-proof as it is possible to make a picture.

—VARIETY.

Nova Pilbeam . . . gives evidence of an ability which should make her future appearance a matter of definite interest. An exhibitor build-up of her name should be a worth-while selling effort.

—MOTION PICTURE HERALD.

Simplicity and heart-warming qualities are the outstanding attributes of this Gaumont-British production . . . Nova Pilbeam does an excellent job.

—MOTION PICTURE DAILY.

Nova Pilbeam, the little English girl of 14, carries the entire picture with understanding and mental equipment one might expect of a more fully matured actress.

—HOLLYWOOD REPORTER.

Finely wrought domestic drama . . . played by Nova Pilbeam with a naturalness and sincerity that is refreshing and really amazing.

—FILM DAILY.

Nova Pilbeam turns in a performance of depth, sincerity and charm that should rank among the 10 best film performances of the year, adults included.

—BILLBOARD.

Who is she? Garbo? Shearer? No, she is just a child 14 years of age with the name of Nova Pilbeam, the star of "Little Friend" . . . For acting and the lesson that this picture teaches I should say it is one of the finest productions that has come to us from England.

—CANADIAN MOVING PICTURE DIGEST.

Regal Films Ltd.

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